



# GRADUATE STUDIES



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NETWORK OF INTERNATIONAL BUSINESS SCHOOLS ACCREDITATION

## M.B.A. CREATIVE COMMUNICATION

ผู้นำด้านการสร้างสรรค์โมเดลความคิด และการสื่อสาร...สู่โลกธุรกิจในอนาคต

- 1.5 YEARS APPROXIMATELY
- NON-THESIS OPTION

IN CREATIVE BUSSINESS ENTERTAINMENT INDUSTRY OR DESIGNING FIRM AS A PRODUCER, BRAND MANAGER, EVENT DIRECTOR, PUBLIC RELATIONS PRACTITIONER, FASHION INDUSTRY AND FOR CONSULTANCIES AS PROJECT MANAGER OR STRATEGIST.

TO CROSS OVER TO SUSTAINABLE ACHIEVEMENTS IN MBA WITH CREATIVE COMMUNICATION.

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“THE PROGRAM INTEGRATES A COMPREHENSIVE SET OF MBA CLASSES WITH COMMUNICATION MANAGEMENT COURSEWORK, RESULTING IN A PERSONALIZED, WORLD-CLASS AND BUSINESS BASED IN COMMUNICATION.

WE BELIEVE THAT EVERY CREATIVE IDEA IS THE SEED OF SUCCESS, BE CREATIVE LEADERS WITH THE REAL BUSINESS-LEADER CREATORS”

### QUALIFICATIONS FOR ADMISSION

1. A Bachelor degree from an accredited institution both in local and international.
2. Take the AU English proficiency test or a TOEFL score of (iBT) 90 or an IELTS (Academic) score of at least 6.5 (Validation: Two years)
3. Interview entrance examination

### ENTRANCE REQUIREMENTS

1. Official transcript of the previous university attended (2 copies)
2. Bachelor's Degree Certificate (2 copies)
3. Citizen identification Card and Residence Registration (2 copies)
4. Passport (2 copies) - for Non – Thai Applicants
5. Four (1x1 inch size) photographs (formal attire, not in graduation)

### ADMISSION

1,000 THB

(English Proficiency Test and Interview)

**DURATION:** 1.5 years (Non-thesis)

### EXEMPTION

The AU English Proficiency Test can be exempted depending on which of the following conditions you satisfy.

- a TOEFL score of at least (iBT) 90 or (P) 575 or an IELTS (Academic) score of at least 6.5 (Validation: Two years)
- a Bachelor's degree or a higher degree from native English speaking countries (e.g. USA, Canada, UK, Australia and New Zealand)

### VENUE & CLASS HOURS

#### Huamak Campus

Ramkhamhaeng 24 Road

Weekday (Mon. - Fri.)

- Day Class: 02.00 p.m. - 05.00 p.m.
- Evening Class: 06.30 p.m. - 09.30 p.m.
- Weekends (Sat.& Sun.) 9.00 a.m. to 4.00 p.m

### ABAC PROFESSIONAL TRAINING CENTER

- Weekday (Mon., Wed., Fri.)
  - Day Class: 10.30 a.m. - 3.30 p.m.
  - Evening Class: 06.00 p.m. - 10.00 p.m.
- Weekends (Sat.& Sun.) 10.30 a.m. - 5.30 p.m.

\* Exams will be taken at Hua Mak Campus

### WHAT IS MBA IN CREATIVE COMMUNICATION TRACK?

The degree of MBA in creative communication integrates creative, technical, managerial, logistical research required for the development of confident and competent creative business related people. Student will learn to analyze, manage and transform environments for creative business industry. Student will also gain a detailed understanding of marketing, management and economics. Its core is creative direction with design implementation skills across a broad range of media platforms, including branding, public relations, corporate, festivals, promotional, charitable, educational, theatrical and entertainment event, music business and also architect/ product designing.

## ADMISSION SCHEDULE 2020

Schedule	Trimester (1/2020) May-August 2020	Trimester (2/2020) September-December 2020	Trimester (3/2020) January-April 2021
Application deadline	21 April 2020	11 August 2020	15 December 2020
Entrance Examination	26 April 2020	15 August 2020	19 December 2020
Entrance Examination Result	28 April 2020	18 August 2020	22 December 2020
Induction Day	9 May 2020	29 August 2020	10 January 2021
Instruction begins	11 May 2020	31 August 2020	11 January 2021

### OPTIONAL: BRIDGING COURSE FOR COMARTS (CA),

Student can transfer 12 credits maximum (4 courses) from bachelor degree courses which earned grade B+, A- or A only as follows :

Introduction to Quantitative Analysis	= Statistic I / Fund. Statistic
Business Research	= Com.Arts research
Advance Presentation technique	= Present technique
Creative workshop management	= Workshop 1 or 2

### STUDY PLAN (NON-THESIS)

Coursework and Independent Study

Core Courses	30 Credits
Elective Research	12 Credits
Independent Study	6 Credits
<b>Total</b>	<b>48 Credits</b>

### TRIMESTER 1

Introduction To Quantitative Analysis  
Organizational Behavior  
Managerial Accounting  
Introduction To Management Information Systems

### Trimester 2

Business Research Methodology  
International Business Management  
Financial Management  
Managerial Economics

### Trimester 3

Operation Management  
Marketing Management  
Strategic Management  
Creative Workshop Management

### Trimester 4

Cultural Events and Festival Management  
Communication Design  
Brand and Communications Management  
Individual Research in Creative Communication

### ESTIMATED FEES

Installments	Thai Students	Non-Thai Students	
	(THB)	(THB)	(US\$)
1 <sup>st</sup> Installments	137,500	137,500	4,583.33
2 <sup>nd</sup> Installments	137,500	137,500	4,583.33
3 <sup>rd</sup> Installments	112,500	137,500	4,583.33
4 <sup>th</sup> Installments	112,500	137,500	4,583.33
<b>Total</b>	<b>500,000</b>	<b>550,000</b>	<b>18,333.33</b>

#### The fee includes:

- First enrollment fee (matriculation fee, etc.)
- Tuition fee, University fee, Campus Network fee
- Comprehensive Examinations fee (First attempt only)
- Health / Life insurance (Non – Thai student)
- Au Academic Writing Course

#### The fee doesn't cover the followings:

- Admission fee (non – refundable)
- Textbooks

#### Notes:

1. In case of failed grad in any course or comprehensive examination, the student should repeat the course or exam with the registration and university fees at the latest rate separately
2. The fees are subject to change at the university's discretion without prior notice.
3. Currency exchange rate: THB 30 = US\$ 1

#### APPLY AT

##### Hua Mak Campus

Admissions Center "P" Building, 1<sup>st</sup> floor,  
Ramkhamhaeng 24 Road, Bangkok 10240 Thailand

##### Office hours:

Monday – Friday	08:30 A.M. - 05:00 P.M.
Saturday	08:00 A.M. - 04:30 P.M.
Sunday	08:00 A.M. - 02:00 P.M.

##### ABAC Professional Training Center

ZEN @Central World, Level 14  
4, 4/5 Rajdamri Rd., Phatumwan  
Bangkok 10330 Thailand

##### Office hours:

Monday - Friday	10:00 A.M. to 06:00 P.M.
Saturday - Sunday	10:00 A.M. to 06:00 P.M.

##### Suvarnabhumi Campus

Admissions Center SR101,  
88 Moo 8 Bang Na-Trad Km.26, Bangsangthong,  
Samuthprakarn, Thailand 10540

##### Office hours:

Monday - Friday	08:30 A.M. to 05:00 P.M.
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#### IMPORTANT

The provisional information statements set forth in this catalog should not be construed as the basis of any contract between a student and this institution. As such Assumption University reserves the right to change any provision listed in this catalog, including, but not limited to academic requirements for graduation. Every effort through the Office of Graduate Studies, will be made to keep students advised of any such changes.

The University Registrar

## UNIVERSITY ADMISSIONS CENTER (UNIAD)

Last updated: March 2020

### HUA MAK CAMPUS

Tel. +66 (2) 300 4543-62 Ext.1244  
Tel. +66 (2) 719 1929  
Website : www.grad.au.edu  
E-mail : gradadmission@au.edu

### ABAC PROFESSIONAL TRAINING CENTER

Zen @ Central World, 14<sup>th</sup> floor.  
E-mail : citycampus@au.edu  
Tel: +66 (2) 1009 115-8

### SUVARNABHUMI CAMPUS

SR101  
Tel. +66 (2) 723 2713



+66 (81) 815 1237



www.grad.au.edu



Graduate Studies  
Mobile App.



gradadmission@au.edu